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## Curriculum Subcommittee Agenda, January 12, 2012

Utah State University

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## **CURRICULUM SUBCOMMITTEE AGENDA**

**12 January 2012**

A meeting of the Curriculum Subcommittee of the Educational Policies Committee will be held on 12 January 2012 at 2 p.m. in Old Main 136 (Champ Hall Conference Room).

Approval of the minutes of the 1 December 2011 meeting (see below)

### **Utah State University (Student Services)**

#### **Course Prefix Change**

USU 1160	Developing Self-Management Skills Previously MGT 1160 Effective Spring 2013	1 cr.
USU 2160	Student Applied Leadership Training Previously MGT 2160 Repeatable for credit Effective Spring 2013	1-3 cr.

### **Caine College of the Arts**

#### **Department of Theatre Arts**

##### **Prerequisite Change**

THEA 5750/6750	Repertory Theatre Production Prerequisite: permission of Theatre Arts Department staff Repeatable for credit Effective Summer 2012	2-8 cr.
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### **Emma Eccles Jones College of Education and Human Services**

#### **Department of Health, Physical Education and Recreation**

##### **New Course**

PEP 6300	Seminar in Human Movement Sciences Effective Fall 2012	1 cr.
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#### **Department of Psychology**

##### **Grade Mode Change**

PSY 6850	Introduction to the Combined Doctoral Program Change to Pass/Fail only Effective Summer 2012	1 cr.
PSY 7850	Internship and Professional Development Seminar Change to Pass/Fail only Effective Summer 2012	1 cr.

**College of Engineering****Department of Mechanical and Aerospace Engineering**

## Prerequisite Change

MAE 3600	Engineering Professionalism and Ethics Prerequisite: Admitted into the Professional Program Effective Spring 2013	1 cr.
MAE 5640	Design for Manufacturability Prerequisites: MAE 2160 and 4300 Effective Spring 2013	3 cr.
MAE 6440	Advanced Computational Fluid Dynamics Prerequisites: MAE 5440 and 6410 Effective Spring 2013	3 cr.

**College of Humanities and Social Sciences****Department of Languages, Philosophy and Speech Communication**

## New Course

CHIN 4100	Teaching Chinese as a Foreign Language Prerequisite: CHIN 3100 or equivalent or permission of instructor Effective Fall 2012	3 cr.
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**College of Natural Resources****Department of Wildland Resources**

## New Course

WILD 6401	Population State Variables Prerequisite: STAT 5100 or WILD 6500 Effective Fall 2012	2 cr.
WILD 6402	Demographic Vital Rates Prerequisite: STAT 5100 or WILD 6401 or WILD 6500 Effective Fall 2012	1 cr.
WILD 6403	Dynamics of Structured Populations Effective Fall 2012	2 cr.

**College of Science****Department of Biology**

## Prerequisite Change

BIOL/NR 2220	General Ecology Prerequisite: BIOL 1610 Prerequisite or corequisite: BIOL 1620 Effective Fall 2012	3 cr.
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## **Department of Geology**

### **New Course**

GEO 6820	Graduate Seminar Series	1 cr.
	Repeatable for credit	
	Pass/Fail only	
	Effective Fall 2012	

### **Prerequisite Change, Course Description Change**

GEO/WATS 3600	Geomorphology	4 cr.
	Prerequisites: GEO 3200, MATH 1060 or instructor permission	
	Effective Spring 2013	

### **Title Change, Credit Hour Change, Add Multiple List**

GEO 6800	Graduate Seminar	1-6 cr.
	Previously Seminar, 1-4 cr.	
	Repeatable for credit	
	Add Multiple list of GEO 7800	
	Effective Fall 2012	

## **Other Business**

Request from the Department of Management to create a Hospitality and Tourism Management Minor (see below)

Request from the Department of Environment and Society to discontinue the PhD in Recreation Resource Management (see below)

## **CURRICULUM SUBCOMMITTEE MINUTES**

### **1 December 2011**

A meeting of the Curriculum Subcommittee of the Educational Policies Committee was held on 1 December 2011 at 2 p.m. in Old Main 136 (Champ Hall Conference Room).

Present:

Ed Reeve, Chair, College of Engineering  
Thomas Bunch, Agriculture  
Darrin Brooks, Caine College of the Arts  
Jeff Doyle, Huntsman School of Business  
Scott Hunsaker, Emma Eccles Jones College of Education and Human Services  
Patricia Gantt, College of Humanities and Social Sciences  
Nancy Mesner, College of Natural Resources  
Richard Mueller, College of Science  
Wendy Holliday, Libraries  
Vince Lafferty, Regional Campuses and Distance Education (representing Travis Peterson)  
Norm Jones, General Education Subcommittee Chair  
Steve Beck, Graduate Council (representing Shelly Lindauer)  
Roland Squire, Registrar's Office  
Cathy Gerber, Registrar's Office

Absent:

Tanner Wright, Academic Senate President  
Cami Jones, Graduate Studies Vice President

Visitors:

Larry Smith, Vice Provost  
James Davis, Department Head, Management  
Konrad Lee, Management Department  
David Liddell, Department Head, Geology  
Jan Kelley-King, Communicative Disorders and Deaf Education  
Bruce Miller, Department Head, ASTE  
Dennis Dolny, Department Head, HPER

Tom Bunch moved to approve the minutes of the 3 November 2011 meeting. Nancy Mesner seconded, motion approved.

Tom Bunch moved to approve the business of the College of Agriculture. Darrin Brooks seconded; motion approved.

#### **College of Agriculture**

#### **Department of Animal, Dairy and Veterinary Sciences**

##### **New Course**

ADVS 4210	Applied Reproduction and Artificial Insemination	2 cr
	Effective Summer 2012	

	ADVS 4220	Applied Equine Reproduction I Prerequisite: ADVS 4200 Effective Spring 2012	3 cr.
Credit Hour Change	ADVS 1600	Riding Fundamentals I Previously 2 cr. Effective Summer 2012	3 cr.
	ADVS 3600	Equine Behavior and Training Previously 2 cr. Effective Summer 2012	3 cr.
Title Change, Course Description Change	ADVS 5190/6190	Equine Business Management Previously Horse Management Effective Summer 2012	3 cr.
Credit Hour Change, Course Description Change	ADVS 2190	Horse Production Practices Previously 2 cr. Effective Summer 2012	3 cr.
Title Change, Credit Hour Change, Course Description Change	ADVS 3100	Equine Evaluation and Judging Previously Equine Evaluation I, 2 cr. Effective Summer 2012	3 cr.
	ADVS 3520	Equine Nutrition and Exercise Physiology Previously Equine Nutrition, 2 cr. Effective Summer 2012	3 cr.
Inactivate Course	ADVS 1500	Fundamentals of Equine Science and Management Effective Spring 2012	2 cr.
	ADVS 1720	Dairy Cattle Evaluation and Judging Effective Fall 2012	1 cr.
	ADVS 3150	Equine Evaluation II Effective Fall 2012	2 cr.
	ADVS 5530/6530	Nutritional Management of Farm Animals Effective Spring 2012	3 cr.

Delete Course

ADVS 3690	Advanced Equine Handling and Training Techniques Repeatable for credit Effective Spring 2012	2 cr.
ADVS 4300	Teaching and Leadership Skills Effective Spring 2012	2 cr.

**Department of Nutrition, Dietetics and Food Sciences**

Credit Hour Change

NDFS 5220/6220	Endocrine Aspects of Nutrition Previously 2 cr. Multiple listed with ADVS/BIOL 5220/6220 Effective Summer 2012	3 cr.
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**School of Applied Sciences, Technology and Education**

**(The following changes to these BCIS courses were approved by the Curriculum and Instruction Committee at USU-Eastern during the 2009-2010 academic year)**

Title Change, Prerequisite Change, Description Change

BCIS 1200	Introduction to Operating Systems Previously Microcomputer Operating Systems No prerequisites needed Effective Fall 2011	2 cr.
BCIS 1300	Website Design Previously Introduction to HTML and Web Design No prerequisites needed Effective Fall 2011	3 cr.
BCIS 2210	Linux and Web Server Administration Previously UNIX Operating System No prerequisites needed Effective Fall 2011	3 cr.
BCIS 2500	Web Business Previously Electronic Commerce Prerequisite: BCIS 1300 or previous HTML and web design experience Effective Fall 2011	3 cr.

Title Change, Description Change

BCIS 1340	Digital Video Production Previously Digital Audio-Video Production Effective Fall 2011	3 cr.
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Title Change, Credit Hour Change, Prerequisite Change, Description Change		
BCIS 1405	Word Processing Previously Word Processing I (Microsoft Word), 2 cr No prerequisites needed Effective Fall 2011	3 cr.
BCIS 2300	Web Programming Previously Advanced HTML and Java Script, 2 cr. Prerequisite: BCIS 1300 or permission of instructor Effective Fall 2011	3 cr.
Title Change		
BCIS 2631	Introduction to Networking, Net+ Previously Net+ Effective Fall 2011	3 cr.

Darrin Brooks moved to approve the business of the Caine College of the Arts. Pat Gantt seconded; motion approved.

### **Caine College of the Arts**

#### **Department of Art and Design**

##### University Studies Request

ARTH 4710	Feminist Theory and Practice in the Visual Arts University Studies Designation: CI Effective Fall 2012	3 cr.
ARTH 4725	Land Art: Site-Specific Art in the Landscape University Studies Designation: CI Effective Spring 2012	3 cr.

#### **Department of Theatre Arts**

##### Prerequisite Change

THEA 1513	Stagecraft Prerequisite: Enrollment limited to Theatre pre-majors, majors, minors or permission of instructor Effective Fall 2012	3 cr.
THEA 2033	Intermediate Acting: Scene Study Prerequisites: THEA 1033 and 1713 Effective Fall 2012	3 cr.
THEA 2410	Directing Prerequisites: THEA 1033 and 1713 Effective Fall 2012	3 cr.
THEA 2490	Intermediate Acting: Shakespeare Prerequisites: THEA 1033 and 1713 Effective Fall 2012	3 cr.



THEA 3510	Scene Design Prerequisites: THEA 1513 and 1713 Effective Fall 2012	3 cr.
THEA 3520	Stage Costume Design Prerequisites: THEA 1713, 2203 and 3570 Effective Fall 2012	3 cr.
Title Change, Prerequisite Change		
THEA 2203	Costume Technology Previously Costume Crafts Prerequisite: Enrollment limited to Theatre pre-majors, majors, minors or permission of instructor Effective Fall 2012	3 cr.
Title Change, Credit Hour Change, Prerequisite Change, Course Description Change		
THEA 5920	Special Topics in Design for the Theatre Previously Special Projects II, 1-4 cr. Repeatable for credit Prerequisites: THEA 1513 and 2203 Effective Fall 2012	2 cr.
THEA 5930	Advanced Theatre Crafts Previously Special Projects III, 1-4 cr. Repeatable for credit Prerequisites: THEA 1513 and 2203 Effective Fall 2012	2 cr.

Jeff Doyle moved to approve the business of the Huntsman School of Business. Richard Mueller seconded; motion approved.

### **Huntsman School of Business**

#### **Department of Economics and Finance**

Title Change, Credit Hour Change

ECN 6310	Economics for Decision Making Previously Managerial Economics, 3 cr. Effective Fall 2012	2-3 cr.
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#### **Department of Management**

New Course

MGT 3200	Business Career Management Effective Fall 2012	2 cr.
MGT 3530	New Venture Marketing Prerequisite: MGT 3510 Effective Fall 2012	2 cr.

MGT 3570	New Venture Social Responsibility Prerequisite: MGT 3510 Effective Fall 2012	2 cr.
MGT 3580	New Venture Execution Prerequisite: MGT 3560 Effective Fall 2012	2 cr.
MGT 3830	International Law Effective Fall 2012	2 cr.
MGT 3900	Strategic Marketing in Hospitality and Tourism Effective Fall 2012	3 cr.
MGT 3910	Revenue and Cost Management in Hospitality and Tourism Prerequisite: MGT 3900 Effective Fall 2012	3 cr.
MGT 3920	Hospitality Management and Operations Prerequisite: MGT 3900 Effective Fall 2012	3 cr.
MGT 3930	Meetings and Event Administration Prerequisites: MGT 3900, 3910 and 3920 Effective Fall 2012	3 cr.
MGT 4525	New Product Development Effective Fall 2012	2 cr.
MGT 4535	Pricing Strategy Effective Fall 2012	2 cr.
MGT 4570	Consumer Choice Modeling Prerequisite: MGT 4510 Effective Fall 2012	2 cr.
MGT 4600	Negotiations Effective Fall 2012	2 cr.
MGT 6020	Value Based Management Effective Fall 2012	1-3 cr
MGT 6200	Negotiation for Executives Effective Fall 2012	1-3 cr.

MGT 6325	Global HR Leadership Effective Summer 2012	1 cr.
MGT 6340	Principles of Operational Excellence Effective Summer 2012	1 cr.
MGT 6350	Managing a Diverse Workforce Effective Summer 2012	1 cr.
MGT 6675	Negotiation and Mediation Effective Summer 2012	2 cr.
MGT 6685	Strategic Human Capital Management Prerequisite: MGT 6650 or permission of instructor Effective Fall 2012	2 cr.
MGT 6870	Global Strategic Thinking Effective Fall 2012	1-3 cr.
Title Change, Credit Hour Change		
MGT 3510	New Venture Fundamentals Previously Fundamentals of Entrepreneurship, 3 cr. Effective Fall 2012	2 cr.
MGT 3520	New Venture Management Previously Relationships and Organizational Competencies for Entrepreneurs, 3 cr. Effective Fall 2012	2 cr.
MGT 3710	Team Management Previously Developing Team and Interpersonal Skills, 3 cr. Effective Fall 2012	2 cr.
MGT 4550	Brand Management Previously Promotion Management, 3 cr. Effective Fall 2012	2 cr.
MGT 4790	Managing Global Value Chains Previously Managing Global Supply Chains, 3 cr. Effective Fall 2012	2 cr.
MGT 5730/6730	Problem Solving and Continuous Improvement Previously Continuous Improvement, 3 cr. Effective Fall 2012	2 cr.

MGT 6410	Enterprise Creation Previously New Venture Creation, 3 cr. Effective Fall 2012	2 cr.
MGT 6430	Enterprise Growth and Management Previously New Venture Growth and Expansion, 3 cr. Effective Fall 2012	2 cr.
MGT 6720	Strategic Supply Chain Management Previously Operations Management, 3 cr. Effective Fall 2012	2-3 cr.
MGT 6780	Ethics and Business in a Global Society Previously The Role of Business in Society, 1.5 cr Effective Fall 2012	2 cr.
MGT 6890	Advanced Strategy Previously Global Business Strategy, 3 cr. Effective Fall 2012	2-3 cr.
Title Change, Credit Hour Change, Course Description Change		
MGT 6300	Leadership and Organizational Effectiveness Previously Leadership and Operational Excellence, 3 cr. Effective Summer 2012	2 cr.
Title Change, Credit Hour Change, Dual List Change		
MGT 4050	International Marketing Previously International Retailing, 3 cr. Remove dual list of MGT 6050 Effective Fall 2012	2 cr.
Credit Hour Change		
MGT 3800	Leadership Previously 3 cr. Effective Fall 2012	2 cr.
MGT 3820	International Management Previously 3 cr. University Studies Designation: DSS Effective Fall 2012	2 cr.
MGT 4510	Buyer Behavior Previously 3 cr. Effective Fall 2012	2 cr.

MGT 4560	Strategic Sales Management Previously 3 cr. Effective Fall 2012	2 cr.
MGT 4730	Business and Society Previously 3 cr. Effective Fall 2012	2 cr.
MGT 4740	Process Analysis and Development Previously 3 cr. Effective Fall 2012	2 cr.
MGT 6670	Employee Relations and the Labor Movement Previously 3 cr. Effective Summer 2012	2 cr.
Title Change, Credit Hour Change, Course Number Change, Prerequisite Change, Course Description Change		
MGT 3540	New Venture Financing Previously MGT 4580, Entrepreneurial Finance, 3 cr. Prerequisite: MGT 3510 Effective Spring 2013	2 cr.
MGT 3560	New Venture Planning Previously MGT 4880, Business Strategy in an Entrepreneurial Context, 3 cr. Prerequisites: MGT 3510, 3520, 3530, 3540 University Studies Designation: CI Effective Spring 2013	2 cr.
Title Change		
FIN 6420	Solving Financial Problems Previously Financial Problems Effective Fall 2012	3 cr.
MGT 4530	Marketing Intelligence Previously Marketing Research Effective Fall 2012	3 cr.
MGT 4590	Marketing Audit Previously Global Marketing Strategy Effective Fall 2012	3 cr.

MGT 4890	Strategic Planning and Execution Previously Business Strategy in a Global Context University Studies Designation: CI Effective Fall 2012	3 cr.
MGT 6470	Project Planning and Execution Previously Entrepreneurship Project Effective Fall 2012	3 cr.
MGT 6520	Enterprise Branding and Marketing Previously Marketing Strategy Effective Fall 2012	3 cr.

### **Department of Management Information Systems**

Title Change, Credit Hour Change

MIS 6510	Information Systems Strategy Previously Information Systems for Business, 3 cr. Effective Fall 2012	2-3 cr.
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Title Change, Credit Hour Change, Prefix Change

MIS 6860	Business Intelligence and Analytics Previously BUS 6860, Applied Business Research, 3 cr. Effective Spring 2013	2-3 cr.
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Scott Hunsaker moved to approve the business of the Emma Eccles Jones College of Education and Human Services. Norm Jones seconded; motion approved.

### **Emma Eccles Jones College of Education and Human Services**

#### **Department of Communicative Disorders and Deaf Education**

New Course

COMD 4300	Clinical Experience in Teaching American Sign Language Prerequisites: Admission to the Secondary Education STEP program, COMD 2910, 3910, 4910 and 4920 Corequisite: COMD 4800 Effective Summer 2012	1 cr.
COMD 4800	Methods of Teaching American Sign Language Prerequisites: Admission to the Secondary Education STEP program, COMD 2910, 3910, 4910 and 4920 Effective Summer 2012	3 cr.

### **Department of Special Education and Rehabilitation**

Grade Mode Change

SPED 6900	Independent Study Pass/Fail only Repeatable for credit Effective Spring 2012	1-3 cr.
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SPED 6910	Independent Research Pass/Fail only Repeatable for credit Effective Spring 2012	1-3 cr.
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*(The Grade Mode Change for SPED 6990 and 6910 was missed on the November 3, 2011 agenda)*

Credit Hour Change

SPED 7830	Personal Preparation in Disability Disciplines Previously 2 cr. Effective Summer 2012	3 cr.
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Richard Mueller moved to approve the business of the College of Engineering. Pat Gantt seconded; motion approved.

**College of Engineering**

**Department of Electrical and Computer Engineering**

Course Number Change

ECE 2250	Electrical Circuits 1 Previously ECE 2240 Effective Fall 2012	3 cr.
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ECE 2290	Electrical Circuits 2 Previously ECE 2250 Effective Fall 2012	3 cr.
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Prerequisite Change

ECE 3410	Microelectronics I Prerequisite: ECE 2290 Prerequisite or corequisite: ECE 3620 Effective Summer 2013	4 cr.
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ECE 3620	Continuous – Time Systems and Signals Prerequisite: ECE 2290, MATH 2280 and CS 1410 Effective Summer 2013	3 cr.
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ECE 3710	Microcontroller Hardware and Software Prerequisites: ECE 2290, ECE 2700 and CS 1410 Effective Summer 2013	4 cr.
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ECE 3870	Electromagnetics I Prerequisites: ECE 2290, MATH 2210, 2270, 2280 and PHYS 2220 Effective Summer 2013	4 cr.
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**Department of Engineering and Technology Education**

## Course Prefix Change

AV 3720	CFI and CFII Ground School	3 cr.
	Previously AV 2720	
	Effective Spring 2012	

Pat Gantt moved to approve the business of the College of Humanities and Social Sciences.  
Nancy Mesner seconded; motion approved.

**College of Humanities and Social Sciences****Department of Political Science**

## New Course

POLS 4463	Grand Strategy and International Politics	3 cr.
	Prerequisites: POLS 1100 and 2100	
	Effective Summer 2012	
 POLS 4464	 International Security	 3 cr.
	Prerequisites: POLS 1100 and 2100 or permission of instructor	
	Effective Summer 2012	

**Department of Sociology, Social Work and Anthropology**

## New Course

SOC 6760	Theory and Research in Social Inequality	3 cr.
	Effective Summer 2012	

## Title Change, Course Description Change

SOC 6750	Theory and Research in Social Change	3 cr.
	Previously Social Change and Development	
	Effective Fall 2012	

Nancy Mesner moved to approve the business of the College of Natural Resources. Richard Mueller seconded; motion approved.

**College of Natural Resources****Department of Watershed Sciences**

## Credit Hour Change, Add Multiple List

WATS 6700	Restoration Ecology	4 cr.
	Previously 3 cr.	
	Add multiple list of WILD 6700	
	Effective Summer 2012	



Richard Mueller moved to approve the business of the College of Science. Tom Bunch seconded; motion approved.

**College of Science**

**Department of Mathematics and Statistics**

**Prerequisite Change**

- |           |  |       |
|-----------|--|-------|
| MATH 0990 | Beginning Algebra  | 3 cr. |
|           | Prerequisite: One of the following within the last year or three consecutive semesters (including summer): Grade of C- or better in MATH 0950; or satisfactory score on Math Placement Exam  |       |
|           | Pass/Fail only   |       |
|           | Effective Summer 2012  |       |
| <br>      |  |       |
| MATH 1010 | Intermediate Algebra   | 4 cr. |
|           | Prerequisite: One of the following within the last year or three consecutive semesters (including summer): Grade of C- or better in MATH 0990; or satisfactory score on Math Placement Exam  |       |
|           | Effective Summer 2012  |       |
| <br>      |  |       |
| MATH 1030 | Quantitative Reasoning   | 3 cr. |
|           | University Studies Designation: QL   |       |
|           | Prerequisite: One of the following within the last year or three consecutive semesters (including summer): ACT Math score of at least 23; SAT Math score of at least 540; Grade of C or better in MATH 1010; or satisfactory score on Math Placement Exam  |       |
|           | Effective Summer 2012  |       |
| <br>      |  |       |
| MATH 1050 | College Algebra  | 4 cr. |
|           | University Studies Designation: QL   |       |
|           | Prerequisite: One of the following within the last year or three consecutive semesters (including summer): ACT Math score of at least 23; SAT Math score of at least 540; AP Calculus AB score of at least 3; Grade of C or better in MATH 1010; Grade of C- or better in MATH 1060 or STAT 1040; or satisfactory score on Math Placement Exam |       |
|           | Effective Summer 2012  |       |
| <br>      |  |       |
| MATH 1060 | Trigonometry   | 2 cr. |
|           | Prerequisite: One of the following within the last year or three consecutive semesters (including summer): ACT Math score of at least 23; SAT Math score of at least 540; AP Calculus AB score of at least 3; Grade of C or better in MATH 1010; Grade of C- or better in MATH 1050 or STAT 1040; or satisfactory score on Math Placement Exam |       |
|           | Effective Summer 2012  |       |

- MATH 1100 Calculus Techniques 3 cr.  
 University Studies Designation: QL  
 Prerequisite: One of the following within the last year or three consecutive semesters (including summer): ACT Math score of at least 25; SAT Math score of at least 580; AP Calculus AB score of at least 3; Grade of C- or better in MATH 1050; or satisfactory score on Math Placement Exam  
 Effective Summer 2012
- MATH 1210 Calculus I 4 cr.  
 University Studies Designation: QL  
 Prerequisite: One of the following within the last year or three consecutive semesters (including summer): ACT Math score of at least 27; SAT Math score of at least 620; AP Calculus AB score of at least 3; Grade of C- or better in MATH 1050 and MATH 1060; or satisfactory score on Math Placement Exam  
 Effective Summer 2012
- MATH 2020 Introduction to Logic and Geometry 3 cr.  
 University Studies Designation: QI  
 Prerequisite: One of the following within the last year or three consecutive semesters (including summer): ACT Math score of at least 25; SAT Math score of at least 580; AP Calculus AB score of at least 3; Grade of C- or better in MATH 1050 ; or satisfactory score on Math Placement Exam  
 Effective Summer 2012
- STAT 1040 Introduction to Statistics 3 cr.  
 University Studies Designation: QL  
 Prerequisite: One of the following within the last year or three consecutive semesters (including summer): ACT Math score of at least 23; SAT Math score of at least 540; AP Calculus AB score of at least 3; Grade of C or better in MATH 1010; Grade of C- or better in MATH 1050 or MATH 1100; or satisfactory score on Math Placement Exam  
 Effective Summer 2012
- STAT 2000 Statistical Methods 4 cr.  
 University Studies Designation: QI  
 Prerequisite: One of the following within the last year or three consecutive semesters (including summer): ACT Math score of at least 25; SAT Math score of at least 580; Grade of C- or better in MATH 1050 or MATH 1100; or satisfactory score on Math Placement Exam  
 Effective Summer 2012

STAT 2300 Business Statistics 4 cr.  
University Studies Designation: QL  
Prerequisite: One of the following within the last year or three consecutive semesters (including summer): ACT Math score of at least 25; SAT Math score of at least 580; Grade of C- or better in MATH 1050 or MATH 1100; or satisfactory score on Math Placement Exam  
Effective Summer 2012

### **Department of Physics**

#### **New Course**

BENG/ECE 5700 Introduction to Microfabrication 3 cr.  
Multiple listed with PHYS 5700  
Prerequisites: PHYS 2210, 2215, 2220 and 2225 or permission of instructor  
Effective Spring 2012

**(The multiple listing of BENG/ECE 5700 was omitted on the November 3, 2011 agenda)**

### **Other Business**

Tom Bunch moved to approve the request from the Department of Agricultural Systems Technology and Education to eliminate the emphasis areas in the BS program in Agricultural Education (this has been approved by the University Council on Teacher Education). Nancy Mesner seconded; motion approved. (see below)

Scott Hunsaker moved to approve the request from the Department of Communicative Disorders and Deaf Education to implement an American Sign Language (ASL) teaching minor. Pat Gantt seconded; motion approved. (see below)

Scott Hunsaker moved to approve the request from the Department of Health, Physical Education and Recreation to rename the Master of Education in Health, Physical Education and Recreation to Master of Education in Physical and Sport Education. Richard Mueller seconded; motion approved. (see below)

Richard Mueller moved to approve the request from the Department of Geology to restructure the wording of the specializations within the existing plan-A Geology MS degree and to add those same updated specializations to the existing Geology PhD. Pat Gantt seconded; motion approved. (see below)

Nancy Mesner moved to approve the request from the Departments of Geology and Watershed Sciences to add a "Geomorphology and Earth Science Processes" specialization to their respective MS and PhD degrees in Geology and Watershed Science. Richard Mueller seconded; motion approved. (see below)

Scott Hunsaker moved to approve the request from the Department of Instructional Technology and Learning Sciences to rename the Master of Education degree (Med in Instructional Technology) to Master of Education in Educational Technology and Learning Sciences. Tom Bunch seconded; motion approved with a slight revision. The revised request will be sent to Larry Smith. (see below)

James Davis, Department Head, Management Department, gave a presentation on the following proposals:

Norm Jones moved to approve the request to eliminate the Business Major in the Jon M. Huntsman School of Business. Jeff Doyle seconded; motion approved with revisions. The revised request will be sent to Larry Smith.

Richard Mueller moved to approve the request to eliminate the Operations Management Major in the Management Department. Vince Lafferty seconded; motion approved. (see below)

Richard Mueller moved to approve the request to eliminate the Human Resource Management Major in the Management Department. Pat Gantt seconded; motion approved with revisions. The revised request will be sent to Larry Smith.

Richard Mueller moved to approve the request to replace the Entrepreneurship Major with an Entrepreneurship Minor in the Management Department. Pat Gantt seconded; motion approved. (see below)

The request to create a Hospitality and Tourism Management Minor in the Management Department was withdrawn from the agenda.

The package of requests from the Jon M. Huntsman School of Business will move forward minus the request to create the Hospitality and Tourism Management Minor.

The revised executive summary will include a flow chart or cartoon of the curriculum overhaul process, reflect that the request to create the Hospitality and Tourism Management Minor is pending approval from the Curriculum Subcommittee other minor revisions. This revised executive summary will be sent to Larry Smith.

Meeting adjourned 3:05 p.m.

Ed Reeve conducted the meeting.

Cathy Gerber recorded the minutes.

# Hospitality and Tourism Management Minor

## Management Department

### Jon M. Huntsman School of Business and Regional Campus Distance Education

#### Section I: Request

The Management Department in the Huntsman School of Business in partnership with the Regional Campus Distance Education would like to begin a new Hospitality and Tourism Management Minor to be offered both on the Utah State University Campus and at all of the Regional Campuses. The five-course requirement (described below) will train USU students in the business aspects of the hospitality and tourism industry. In section II, the size of the market and the need for the program will be described. The courses in the sequence and justification for their inclusion in the minor will be described. In Section III, the offering will be shown to be unique for institutions of higher education in the State of Utah. The Hospitality and Tourism Management Minor, in combination with a major in environmental science, recreation management, one of the business disciplines such as Business Administration or agriculture will give our students career options both in and out of their regions. The Hospitality and Tourism Management Minor will provide one means for improving the economy in some of the most distressed areas in the State of Utah.

#### Section II: Need

The Utah Bureau of Tourism reported that tourism had at least a \$5 billion direct impact on the Utah economy, over \$10 billion if the multiplier affect is applied. Utah has over 17.5 million visitors annually and the industry accounts for over 10 percent of the state's employment. The tax equivalent from tourism is at least \$444 per household per year and that the return on investment into tourism is 8 to 1. In short, the hospitality and tourism industry is one of the largest industries in the state. Even with the current national economic downturn, tourism in the State of Utah remains stable. The growth potential for this industry and employment prospects for well trained Utah State University students are very strong.

Surprisingly, few programs of study within the state focus upon the *business* of tourism and hospitality. Utah Valley University offers a major in hospitality management and Southern Utah University offers a minor, but both programs appear to have at least three meaningful differences with the proposed minor at Utah State University. First, the existing programs appear limited to on-campus instruction. As such, they do not have the ability to efficiently reach beyond their regional boundaries. Conversely, the proposed minor will deliver the program via distance education thereby providing more opportunities for students throughout the state and region. Furthermore, as the State of Utah's Land Grant University, Utah State University has the unique responsibility to provide meaningful educational opportunities to students throughout the state. The proposed minor is consistent with this responsibility.

A second difference between the proposed minor and existing programs can be found in the structure of the courses offered. More traditional models of hospitality and tourism management education tend to focus on fundamental instruction (e.g., textbook) with practical experience obtained through internships or other forms of work-integrated learning. Conversely, the proposed minor for the Hospitality and Tourism Management Minor at Utah State University is based on an adaptation of the "executive education" model. This adaptation to a Hospitality and Tourism Management Minor allows for a more customized approach to the delivery of the program. In particular, this means that the program will include, not only the foundational and general content of the more traditional model, but specific content about hospitality and tourism that is directly relevant to Utah and the Intermountain Region. In doing

so, the proposed minor is intended to better prepare graduates to be able to effectively address issues that are vital to the success of the hospitality and tourism industries within the state and throughout region.

A third difference is that the proposed minor is multidisciplinary and contains aspects of hospitality, tourism, and business. The combined approach is not uncommon at other institutions throughout the United States, but programs within Utah tend to emphasize hospitality and/or hospitality and business aspects. Tourism is a less transparent component.

There are other programs throughout the state that focus on various forms of recreation and outdoor activity (e.g., backpacking, camping, outdoor skills, aviation, etc.), culinary arts, environmental science, and economics. While these have some relationship to hospitality and tourism, they do not address the *management* aspect and so are considered ancillary programs.

A summary of existing programs include the following:

### **University of Utah**

- B.S. in Parks, Recreation, and Tourism - Therapeutic Recreation
- B.S. in Parks, Recreation, and Tourism - Adventure and Outdoor Activity
- M.S. in Parks, Recreation and Tourism - Thesis

The degree programs tend to position tourism in association with parks and recreation rather than hospitality and business and, as such, are only tangentially related to the proposed minor.

Coursework for the B.S. programs include: PRT3100 - Foundations of Parks, Recreation, and Tourism; PRT3101 - Professional Preparation in Parks, Recreation, and Tourism; PRT3207 - Recreation & Hospitality Human Resources; PRT3211 - Parks, Recreation, and Tourism Experience & Services Marketing; PRT3310 - Leisure Behavior and Human Diversity; PRT3320 - Programming and Leadership in PRT; PRT3780 - Program and Service Evaluation; PRT5395 - Financial Management in PRT.

### **Utah State University**

- M.S. in Recreation Resources Management
- B.S. in Aviation Technology
- B.S. in Parks and Recreation

These degree programs do not directly reflect hospitality and tourism management.

Coursework for the B.S. in Parks and Recreation includes: PRP1000 - Introduction to Recreation Services; PRP3000 - Designing Recreation Experiences; PRP3025 - Techniques of Experiential Recreation; PRP3050 - Evaluation of Recreation Services; PRP3075 - Applications of Experiential Recreation; PRP3900 - Diverse Populations; PRP4100 - History of Leisure; PRP4500 - Management of Recreation Services; PRP4550 - Legal Aspects and Facility Management; PRP4700 - Pre-Internship Seminar; PRP4725 - Senior Seminar; PRP4750 - Internship in Recreation Services; INST5205 - Computer Applications for Instruction and Training.

## Utah Valley University

A.A.S. in Hospitality Management  
A.S. Pre-Major in Hospitality Management  
B.S. in Business Management, Emphasis in Hospitality Management  
B.S. in Hospitality Management  
B.A./B.S. in Integrated Studies, Emphasis in Hospitality Management

The degree programs focus primarily on hospitality and business with less emphasis on tourism. As such, the programs are not directly related to the proposed minor. The major degree programs have one course in tourism. There is no identified minor. The A.S. and A.A.S. Degrees require 65 and 60 credit hours respectively and do not require a course in tourism.

The coursework for the *bachelor degree programs* are as follows:

B.S. in Business Management, Emphasis in Hospitality Management: HM3200 - Global Tourism; HM3020 - Hospitality Management Accounting; HM3390 - Hotel Operations II; HM3640 - Food and Beverage Controls

B.S. in Hospitality Management: HM1010 - Introduction to Hospitality Industry; HM1110 - Food Production Principles; HM1130 - Hotel Operations 1; HM1180 - Food and Beverage Management; HM282R - Cooperative Work Experience; HM3020 - Hospitality Management Accounting; HM3250 - Hospitality Finance; HM3390 - Hotel Operations II; HM3640 - Food and Beverage Controls; HM3710 - Marketing of Hospitality Services; HM4550 - Hospitality Industry Management; LEGL3100 - Hospitality Law; Plus electives in tracks for Hotel and Restaurant Management (HM1110 - Food Production Principles plus 6 credit hours of unspecified electives and 4 credit hours of general education) or Food and Beverage (CA1120 - Cooking Skills Development ; CA1170 - Non-Business Elective for 8 credits; CA481R - Cooperative Work Experience)

B.A./B.S. Integrated Studies, Emphasis in Hospitality Management: HM1130 - Hotel Operations 1; HM3390 - Hotel Operations II plus 4 classes from the following: HM3020 - Hospitality Managerial Accounting; HM3050 - Country Club Management; HM3150 - Hospitality Finance; HM3200 - Global Tourism; HM3640 - Food and Beverage Controls; HM3710 - Marketing of Hospitality Services; HM4550 - Hospitality Industry Management; LEGL3100 - Hospitality Law

## Dixie State College of Utah

B.S. in Aviation Management Degree

This program is only tangentially related to hospitality and tourism

## Southern Utah University

B.S. in Hotel, Resort and Hospitality Management  
B.S. in Outdoor Recreation in Parks and Tourism

The B.S. degree program in Hotel, Resort, and Hospitality Management is administered through the School of Business and is weighted toward hospitality and business. One course is offered in tourism. In the minor, no course in tourism is required.

The coursework for the B.S. in Hotel, Resort, and Hospitality Management include: HRHM3010 - Tourism Management; HRHM3020 - Hospitality Sanitation & Safety Management; HRHM3110 - Quantity Food Production; HRHM3300 - Real Property Management; HRHM3400 - Hotel Room Operations; HRHM3510 - Intro. to Hospitality Finance; HRHM4200 - Restaurant Management; HRHM4400 - Hospitality Management Systems; HRHM4500 - Hospitality Work Requirement; HRHM4600 - Strategic Leadership in HRHM; HRHM4601 - Strategic Guest Service.

For the B.S. degree in Outdoor Recreation in Parks and Tourism, one course is offered in tourism (i.e., ORPT 1000 - Intro to Outdoor Recreation Tourism and Tourism).

### **Westminster College, Salt Lake City**

B.S. in Aviation Management  
B.A. in Aviation Management  
B.S. in Flight Operations

These programs are only tangentially related to hospitality and tourism.

### **Snow College**

Associate of Applied Science in Culinary Arts

This program represents a specialized aspect of hospitality.

### **Brigham Young University**

M.S. in Food Science  
M.S. in Nutritional Science  
M.S. in Youth and Family Recreation  
B.S. in Recreation Management and Leisure Services

These programs are only tangentially related to hospitality, tourism, and business.

### **Salt Lake Community College**

Associate of Applied Science Degree in Aviation Technology  
Associate of Science Degree in Professional Pilot  
Associate of Applied Science in Apprenticeship

These programs are only tangentially related to hospitality, tourism, and business.



## **Department of Management, Jon M. Huntsman School of Business, Proposed Minor in Hospitality and Tourism Management**

The proposed requirements for a minor in Hospitality and Tourism Management (HTM) include five courses totaling 15 credit hours.

The first course is designed to be broad and focuses on the general principles of marketing strategy as it relates to both the hospitality and tourism sectors of the economy with special emphasis on the Intermountain Region and the State of Utah. It provides a foundation for understanding how to market and how to manage the wide array of opportunities and challenges within these sectors including: lodging, theme parks, special events, convention and visitor bureaus, destination management organizations, and offices of tourism. A second course provides a deeper understanding tourism as it relates to the state of Utah and the intermountain region. Three other courses focus on the core foundation of hospitality as it relates to lodging/resort operations: (1) revenue/cost management principles, (2) hospitality management, and (3) tourism and event management. Inherent in each of these courses is the inter-relationship between hospitality and tourism. Each course also incorporates the general job competencies expected of entry level hospitality and/or tourism management positions.

It is expected that the coursework will also reflect not only well-established principles of sound management practice but emerging trends in the administration of hospitality and tourism services. As such, for each of the course descriptions, research articles that address important issues in HTM are included to provide analytical knowledge that is essential for effective decision making. The content of these, and other articles, should be considered in the execution of each course in order to ensure that the knowledge being transferred to students is both relevant and timely (i.e., state-of-the-art). In this way, the program can provide a competitive advantage vis-à-vis alternative programs that provide mainly foundation knowledge (i.e., textbook instruction). Finally, the proposed curriculum reflects the principles of an executive education program (i.e., customized to Utah and the Intermountain Region) at the undergraduate level. As such, it is consistent with the concept of professional development.

Course descriptions for all of the courses included in the proposed minor, justification for those courses, and prerequisites are as follows:

### **MGT 3900: Strategic Marketing in Hospitality and Tourism**

#### **Course Description:**

This course describes the nature and scope of career opportunities in hospitality and tourism. It provides an introduction to the language of hospitality and tourism management, describes how to identify, understand, and segment target audiences and discusses role of customer relationship management in hospitality and tourism management. Students also learn how to design and implement effective marketing communications, use market research in hospitality and tourism management, and review and evaluate best practices in the hospitality industry.

#### **Course Justification:**

This is the first course in the proposed minor for hospitality and tourism. It provides the foundational knowledge that students are expected to know; that is, the basic language, ideas, and concepts of the hospitality and tourism industry and the marketing and management competencies therein. In short, this is a survey course upon which higher level learning and application can be applied. There is a major stream of research and theory that will be applied to this course from the economic, marketing, management, and strategy literatures.

### **ENVS 3400 – Fundamentals of Tourism**

#### **Course Description:**

This course examines the foundational concepts of the tourism industry with a focus on Utah and the Intermountain West. It provides an understanding the tourist market with respect to demand and supply; assesses the current state of the industry as a whole and in the region; examines the economic, political, cultural, and environmental contexts in

which the tourism industry operates; and investigates tourism planning, development, marketing, and management efforts at various levels for state, regional, county, and local stakeholders.

**Course Justification:**

Having a well-grounded understanding of the principles of tourism, particularly as it relates to Utah and the Intermountain West, provides a unique opportunity for our graduates to make a meaningful and immediate contribution to the tourism industry in this region.

**MGT 3910: Revenue and Cost Management in Hospitality and Tourism**

**Course Description:**

This course provides a foundation for managing revenues and costs in the hospitality and tourism industry. Students will learn how to analyze financial statements in the industry and how to effectively use them in strategic/tactical decision-making. Strategies for optimizing sustainable profitability will be explored. The course will rely upon simulations, role-play, and cases to analyze trends and develop effective revenue management strategies.

**Course Justification:**

This course is fundamental to those working in the hospitality and tourism industry. Employers expect graduates from programs of study focusing on hospitality and tourism to have a firm understanding of the theory, models, and concepts related to cost management and revenue specific to that industry. The course will rely upon a very strong stream of research that examines these issues. Students with a clear understanding of consumer motivations, lifestyles, and benefits and how they drive costs and revenues will be attractive to future employers.

**Pre-requisite:** MGT 3900

**MGT 3920: Hospitality Management and Operations**

**Course Description:**

This course provides an overview of the logistics and operations of the tourism and hospitality industry including: lodging management practices, special event planning, food and beverage, housekeeping, etc. The day-to-day decisions that are a part of the tactical side of the tourism and lodging industry will be taught. Special topics such as service recovery, impression management, and the use of social media will be examined. Finally, human resource management within the industry will be considered including recruiting and retaining a high quality workforce.

**Course Justification:**

Employees in the tourism and hospitality industry must be able to effectively execute tactics and strategies in order to help ensure market success. To help accomplish this objective, they must have foundational knowledge and the capability to effectively and efficiently manage the operations of an organization in the industry. This course must be a part of the core courses required for the minor in Hospitality and Tourism Management. Without a strong foundation in hospitality management and operations concepts, graduates will not be attractive candidates for employment in the industry.

**Pre-requisite:** MGT 3900

**MGT 3930: Tourism and Event Management**

**Course Description:**

Core revenue drivers in the Tourism and Hospitality industry are special events, meetings, conferences, conventions, festivals, guided tours, and tradeshow. This course provides students with a fundamental understanding of the role that each plays in hospitality and tourism as well as the management principles needed to be an effective administrator. The course also provides students with the service skills that are considered essential to managing different types of customers with very different motivations and needs.

**Course Justification:**

Recent research has found that meetings and special events coursework is a critical part of a Tourism and Hospitality program of study (Cecil, Reed and Reed, 2011). Graduates from the USU Hospitality and Tourism Management Minor who can help an organization or region build its revenue through special events planning and execution will be very marketable. This course is a logical capstone course for the minor after students have had the survey course and learned the operations, marketing, management, and finance of the industry. This course will give our students a differentiated advantage in the job-market.

**Pre-requisite:** MGT 3900, MGT 3910, MGT 3920

The job competencies that will be developed with this minor include:

1. Knowledge of the realities involved in the type of work found in the tourism and hospitality industry.
2. Knowledge of the basic terminology used in the lodging industry.
3. Knowledge of lodging management practices.
4. Knowledge of guest service standards.
5. Knowledge of hospitality products and services.

### Section III: Institutional Impact

The Hospitality and Tourism Management Minor will reside within the Management Department of the Jon M. Huntsman School of Business. Professor Ken Bartkus will manage the minor under the direction of James H. Davis, Head of the Management Department. Professor Bartkus performs research and has established a national reputation for his research and academic thought leadership in the hospitality and tourism industry. A newly hired instructor will broadcast four of the courses from the Moab Regional Education Center and throughout all RCDEs and to on-campus students at Utah State University. The fifth course will be taught by Professor Steve Burr from the College of Natural Resources at Utah State University. This course will be broadcast from the Main Campus.

Existing distance learning technology will be used to broadcast the minor statewide.

### Section IV: Finances

Funding for the Hospitality and Tourism Management Minor will come from the RCDE Program. The cost for delivery of the program will be labor. The technology, infrastructure, and structure to deliver the program are in place.

Source of Funding: RCDE			
	Salary	Benefits	Total
New Instructor	\$80,000	\$35,200	\$115,200
Ken Bartkus (program management)	\$10,000	\$4,400	\$14,400
<b>Subtotal</b>	<b>\$90,000</b>	<b>\$39,600</b>	<b>\$129,600</b>
		<b>Development and Delivery Expense</b>	
FACT Course Development (\$600/cr x 12cr)		\$7,200	

Delivery and Center Support (\$67/cr x 30 x 12cr) (30 student estimate )		\$24,120	
Initial Marketing		\$10,000	
Travel (estimate)		\$4,000	
Professional Development (estimate)		\$3,000	
<b>Subtotal</b>		\$48,320	\$48,320
<b>Total</b>	\$90,000	\$87,920	\$177,920

R401 – 5.5 Discontinuation of Program  
**Discontinuation of the Doctor of Philosophy in Recreation Resource Management  
Effective Spring 2012**

CIP 03.0207  
Nov. 16, 2011

**Section I: Request**

The Department of Environment and Society, in the College of Natural Resources at Utah State University, requests discontinuation of the PhD in Recreation Resource Management. This request is intended to eliminate redundancy in our graduate programs.

The field of Recreation Resource Management combines elements of the social and natural sciences to explore topics related to the management of parks, protected areas, and other natural settings in a way that offers visitors opportunities for desired outdoor experiences while protecting the land for future generations and other uses. Students interested in studying these topics may do so within a more broadly focused doctoral program, Human Dimensions of Ecosystem Science and Management. Therefore we propose to eliminate the more specialized but less popular PhD in Recreation Resource Management. We do not plan to discontinue our graduate courses in this subject, nor will any faculty be reassigned. We would retain the bachelor of science and master of science degrees in this subject.

**Section II: Need**

Outdoor recreation management for public lands has been taught at Utah State University since the 1930s, when a course on that topic in the Forestry curriculum is believed to have been the first of its kind in the western U.S. The university cemented its leadership in this field with the establishment of the Institute for Outdoor Recreation and Tourism and the creation of graduate degrees in the 1960s. The program's graduate students went on to become many of the field's leading scholars during the past 40 years.

Times have changed, however. Recreation resource management scholars of the 1980s and 1990s helped to pioneer a new approach to studying how people interact with natural settings, which included recreation use as part of a spectrum of activities and processes connecting humans with the environment. By the end of the last century a new field of study, often called "human dimensions of natural resources," had emerged. Again Utah State has been a leader in this area, creating an Environment and Society Department in 2002 that was the first of its kind in western land-grant universities, and the following year establishing MS and PhD degrees in Human Dimensions of Ecosystem Science and Management (HDESM).

The latter program grew faster than we predicted in the R401 application we submitted in 2003. Yet while enrollments in the Recreation Resource Management master's

program have held steady over the past few years, doctoral enrollments have not. No PhD student has completed that degree since 2000. Instead, those interested in recreation use of natural lands have opted to matriculate in HDESM, thereby gaining a broader perspective on the society-environment interrelationship and graduating with a degree that qualifies them for a wider range of positions in academia, research, and land management. Currently 6 of the department's 15 doctoral students are conducting dissertation research that incorporate recreation resources as a major component, but none has opted to pursue the PhD in Recreation Resource Management. Therefore we believe this degree can be discontinued without harm to current or future students, and without abdicating our leadership position in study of wildland recreation and its impacts.

The other universities in the western U.S. that offer students an opportunity to pursue doctoral studies in this field are: Colorado State University, Northern Arizona University, Oregon State University, the University of Alaska-Fairbanks, the University of Idaho, and the University of Montana. None offers a PhD in Recreation Resource Management, and aside from USU only Colorado State and Oregon State offer doctorates focused solely on the human dimensions of environment and natural resources.

### **Section III: Institutional Impact**

The Environment and Society Department includes three tenured or tenure-track faculty whose areas of emphasis are in recreation resources and nature-based tourism. These faculty members will continue to teach courses, direct undergraduate and master's-level research, and obtain extramural funding to work on these topics. They also participate in the HDESM doctoral program. No change in their roles would occur with discontinuation of the Recreation Resource Management doctorate.

### **Section IV: Finances**

We anticipate neither additional costs nor cost savings associated with eliminating the PhD in Recreation Resource Management. The principal benefit will lie in streamlining the graduate programs in Environment and Society and eliminating potential confusion among prospective graduate students.

Institution Submitting Proposal: Utah State University  
College: Natural Resources  
Department Environment and Society  
Program Title: PhD, Recreation Resources Management  
CIP Code (2010 series): 03.0207  
Proposed Discontinuation Date: 30 June 2012  
Institutional Signatures:

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Mark Brunson, Head, Dept. of Environment and Society

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Nat Frazer, Dean, College of Natural Resources

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Mark R. McLellan, Vice President for Research and Dean of  
the School of Graduate Studies